



Central Zone Multicultural Swim Meet

Center Grove
High School/Aquatic Center
Greenwood, IN

TIMELINE FOR CENTRAL ZONE AND THE HOST PARTNER

June 2023	Central Zone announces 2024 Multi-Cultural LOC representatives
November 2023	Central Zone Task Force is formed to discuss meet format options, objectives and outcomes
December 2023	LOC submits draft of meet announcement with suggested starting times of competition and special events
January 2024	Multi-cultural meet information is posted on the Central Zone and host website
February 2024	Marketing and promotions for competition and special events (on-going)
April 2024	Meet entries & special event registrations open
June 2024	Go Live
September 2024	Meet evaluation feedback

CONTACT INFORMATION

Name and address of parties submitting this proposal.

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Executive Director
Indiana Swimming
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CENTER GROVE HS NATATORIUM

2717 S. Morgantown Rd.

Greenwood, IN 46143

LOCATION

The Center Grove HS Natatorium is a part of the athletic complex for Center Grove High School in Greenwood, Indiana. The school is located on the SE corner of Morgantown Rd and Stones Crossing. Main pool entrance is through DOOR 4. Event entrance for spectators and athletes is DOOR 9. Free parking for athletes and spectators is available in the student parking lots off Stones Crossing

FACILITY

Center Grove High School Natatorium will be configured into a 10-lane 50-meter pool with two separate 25-yard lanes for warm-up/cool-down. The warm therapy pool will also be available. Lane dimensions are 7'6" wide each with non-turbulent lane markers with pool depth ranges from 4'8" to 13'. The competition course has been certified in accordance with 104.2.2C(4). Daktronics touchpads and timing system will be used with a full digital video scoreboard. There is elevated spectator seating for over 1100 spectators. Athletes and families will have access to the adjacent Student Activity Center for camping.



CENTER GROVE HS NATATORIUM Greenwood, IN

360 VIEW OF FACILITY



View from behind the starting blocks



View of east end
(competition pool on right and therapy pool on left)



View down the side of pool



View of adjacent
Student Activity Center
(enter pool through double gray doors)

2024 PLANNING

USA SWIMMING OLYMPIC TRIALS WEBSITE [\[click here\]](#)



JUNE 15 – JUNE 23
LUCAS OIL STADIUM
 Indianapolis, IN

Olympic Trials Hotels [\(click here\)](#)

- Hotel Rates Downtown: \$175-225 per night
- Hotel Greater Indianapolis Area: \$150-175 per night

Family Tickets *(Dependent on Seating Location)*

- 3-Day All Session Ticket starts at \$150.00 (\$25 per session)
- All Session Ticket \$375
- Single Session Ticket TBD

Lucas Oil Suites

- Estimated \$13-40k depending on preferred seating and availability in venue
- 6-8 person and up to full 30-person suite



FRIDAY, JUNE 14 – SUNDAY JUNE 16
CENTER GROVE HIGH SCHOOL
 Greenwood, IN

2.5 Day Format

- Day 1: Athletes & Families arrive; Evening Timed Final session
- Day 2: Morning Timed Final session; Team Event: Athletes attend first night of Olympic Trials
- Day 3: Morning Timed final session. Athletes & Families travel on Sunday evening or have the option to attend additional Olympic Trial session

Team Event at Olympic Trials

- Central Zone Night at Finals; team seating
- Tickets purchased by Central Zone
- Each LSC invoiced by the Central Zone for LSC Tickets
- Cost estimated at \$75-\$85 per ticket dependent on seating preference and availability



2024 PLANNING

USA SWIMMING OLYMPIC TRIALS WEBSITE [\[Click here\]](#)

LSC Budget Forecasting

Rev/Exp	Desc	Qty	Unit Cost	Total Cost	
Revenue	Athlete Fees	100	150.00	15,000.00	15,000
Expense	Stipend-Head Coach	1	200.00	200.00	
Expense	Stipend-Assistant Coach	3	150.00	450.00	
Expense	Stipend-Camp Manager	1	150.00	150.00	
Expense	Staff Hotel (2 Nights x 3)	6	185.00	1,110.00	
Expense	Staff Mileage	5	200.00	1,000.00	
Expense	Per Diem \$60 per day x 3	15	180.00	2,700.00	
Expense	Entry Fees	1	3,000.00	3,000.00	
Expense	Team Meal	1	1,500.00	1,500.00	
Expense	Outfitting-Staff	5	50.00	250.00	
Expense	Outfitting-Athletes	100	24.00	2,400.00	
Expense	Team IN Caps	100	10.00	1,000.00	
Expense	Olympic Trials Tickets	105	75.00	7,875.00	
Exp/Total					21,635
Estimated LSC Contribution					6,635 to 36,635

FAMILY EXPENSES (Family of 4)

Expense	Family Hotels	2	185.00	370.00	Hotel not downtown
Expense	Family Trials Tickets	4	75.00	300.00	1 Session
Expense	Family Travel	1	800.00	800.00	Driving
Expense	Family Meals (Per Day)	3	300.00	900.00	
Expense	Activities & Miscellaneous	4	250.00	1,000.00	
Expense	Souvenirs	4	100.00	400.00	
Expense	Athlete LSC Team Fee	1	150.00	150.00	
Exp Total				3,920.00	
Estimated Family Contribution					3,000 to 5,000 per family



April 10, 2023

Central Zone Directors
Jack Swanson-Non-Coach Director
Michael White-Coach Director

Dear Jack and Michael:

Thank you for the opportunity to bid on the Central Zone Multi-Cultural meet. On behalf of the Indiana LSC, Co-Center Grove Aquatic Club and city of Greenwood, IN, we are honored to submit our intent to host the 2024 Central Zone Multi-Cultural Meet

The Greenwood community is very excited about the opportunity to partner with Indiana Swimming, and the Center Grove Aquatic Club to host such a prestigious in the new Center Grove Aquatic Center. The Center Grove Aquatic Club has a rich tradition in Indiana in hosting championship level meets and that tradition continues to have a positive impact on the swimming community with the events they are fortunate enough to host.

Our experiences in hosting Central Zone Swimming Events including (Three Mega Zone Events, Ten (14 & Under) Championships & the 2015 & 2022 Multi-Cultural Meets) provides us with an understanding of what is required to produce such events, an understanding on how best to partner and a history of innovation and creativity all aimed at creating an unforgettable Multi-Cultural Meet.

Our LSC is committed to working as a team with the Central Zone to exceed all expectations for the Central Zone Multi-Cultural Meet at the Center Grove Aquatic Center. We believe that the Central Zone LSCs offer an unmatched combination of event expertise, passion for the sport of swimming, and the diverse community cultural pride that will result in a memorable atmosphere for this event.

Thank you for your consideration of this opportunity for our LSC, the City of Greenwood and the Swimming Community.

Respectfully Submitted,



Tony Young
Executive Director
Indiana Swimming



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GENERAL FACTS ABOUT THE EVENT

Date

The event is proposed to be conducted over 2.5 consecutive days between June 14-16, 2024.

Facility

The proposed venue for this event is the Center Grove Aquatic Center in Greenwood, Indiana

Format

It is proposed that the meet be held as a Long Course Meter/Timed Final format.

General Information about the Candidate Host Partners

Co-Hosts Indiana Swimming, and the Central Zone LSCs will ultimately be responsible for managing and funding this event. One representative from each of the Central Zone LSCs will comprise the “Local Organizing Committee” for this event will establish and assign roles and responsibilities that will be critical to the successful efforts for this event.

Local Organizing Committee Meet Directors, Chairs & Partners

Meet Director: Tony Young (Indiana Swimming) & Co-Host TBD will be integral part of communications of the multiple groups that will be using this facility.

Host Partner: Indiana Swimming has an extensive experience is hosting successful events previously hosted in Indiana. One thing that can't be overlooked as we discuss our experience in hosting successful events is Team Indiana's unbelievable volunteer base. Team Indiana has an extensive group of volunteers that have worked with us on a variety of sporting events over the years and their drive and dedication to provide a fantastic experience for everyone associated with an event make them one of the best volunteer groups in the country. Our successes would not be possible without the Team Indiana volunteers. When you add up Team Indiana's experience, our amazing volunteers, and our ability to galvanize local corporate and community leaders around the successful execution of an event, you get a host partner that will leave no stone unturned to ensure your event is an absolute success.



DESCRIPTION OF THE EVENT AND RESPONSIBILITIES

Indiana Swimming and LOC partners hosts would like to propose the following formation of operational responsibilities, marketing and promotions, and revenues as negotiated.

The Host LOC Partners will assume full responsibility for overseeing and managing the following:

- Venue preparation, management and operations
- Volunteer recruitment, training, uniforms and supervision
- Volunteer recruitment, training, uniforms, and supervision
- Ticket promotions and sales
- Media operations and hospitality
- Event management and operations
- Event marketing and promotions
- Community relations
- Commercial signage in and around the venue
- Event-related merchandise
- Credentialing and venue access

As the governing body, the Central Zone will maintain responsibility for the following:

- The Host in collaboration with the Central Zone or designated Task Force will be responsible in developing the technical aspects of the competition including referred format and outcomes.
- Serves as the liaison between the Central Zone Task Force and Host Partners
- The Central Zone will supply a \$5000 Meet Enhancement Budget to assist with the event athlete, coach & family experience.

❖ *Additionally, a comprehensive list of responsibilities will be detailed in the venue rental contract, which the Host Partner will sign prior to being awarded the event.*

HOST PARTNER CONSIDERATIONS

Revenue Opportunities

The Host Partner shall have the opportunity to generate revenues from the following sources:

- Ticket sales
- Event and time trial entry fees
- Percent of vendor sales
- Percent of food and beverage concession sales
- Percent of hotel commissions
- Non-conflicting commercial sponsorships, grants, donations, etc.
- Value-in-kind (VIK)

Anticipated Expenses

The Host Partner will be obligated to all expenses associated with the bid. Additional expenses will be either the obligation of the host or a joint venture, depending on the terms of the partnership agreement.

Signage

Host Partner maintains all signage rights associated with the event. The Central Zone may, at its discretion, provide signage opportunities to the host partner.

Venue & Pools

Center Grove High School Natatorium will be configured into a 10-lane 50-meter pool with two separate 25-yard lanes for warm-up/cool-down. The warm therapy pool will also be available. Lane dimensions are 7'6" wide each with non-turbulent lane markers with pool depth ranges from 4'8" to 13'. The competition course has been certified in accordance with 104.2.2C(4). Daktronics touchpads and timing system will be used with a full digital video scoreboard. There is elevated spectator seating for over 1100 spectators. Athletes and families will have access to the adjacent Student Activity Center for camping.

Competition

The Host will collaborate with a Central Zone Task Force to determine a preferred format held in a LCM timed final or prelims and final format. It is estimate that there will be approximately 600 athletes at the competition. All Central Zone Teams will be invited to attend. There will also be an additional coaches and team support in attendance. Above all, the Host will place a large emphasis on having an athlete- and coach- friendly environment at the Central Zone Multi-Cultural Meet.

2024 Events at the Venue

Since the venue opened in 2021, numerous clubs, high school, LSC and collegiate events have served as an opportunity to ensure that all systems are working smoothly (accreditation, security, hospitality, venue traffic flow, etc.)

Hotels

Visit Indy and USA Swimming is committed to work with local hotels to provide rooming blocks and discounted rates for all participating athletes, coaches, and families.



SPORTS AND CULTURAL PRESENTATIONS AND FAN ENGAGEMENT

The Meet Host is developing a plan for special in-venue events for both the athletes attending the meet and the surrounding community to make the event memorable for all participants and spectators. The host would like to work with USA Swimming to help provide a guest presenter at the special events. Specific opportunities include the following:

- **Banquet Dinner:** A unique event is planned for Saturday evening with all participants and families invited. A guest presenter and experience will be the centerpiece of the event. It is the intent to use support funding provided by the Central Zone to offer a meal at no cost to participating athletes. Sponsorship opportunities are being researched to help underwrite costs to family members.
- **U.S Olympic Trials:** Indianapolis, Indiana will host the 2024 U.S. Olympic Team Trials – Swimming in June 2024. For the first time ever, the event will be staged on a football field, as Lucas Oil Stadium is tapped to host the Olympic-qualifying meet in front of hundreds of thousands of families, friends and fans over nine days.
- **Indianapolis Attractions:** In looking through the portion of the presentation that highlights Indianapolis area attractions, you are encouraged to view the [Visit INDY](#) and [Visit Greenwood, IN Visitor Information](#)
- **Webcast:** The swimming competition will be webcast in its entirety free of charge. The broadcast schedules will be posted on Indiana Swimming Youtube Channel.

HOTELS and HOUSING

USA Swimming and Visit Indy will partner with local hotel properties to provide rooming blocks and discounted rates to be made available to house athletes, friends and family members, coaches, officials, media and staff. All hotel properties are within a 15-minute driving distance of the aquatic center.

MEET VOLUNTEERS, VENDORS and VENUE OPPORTUNITIES

The LOC will coordinate a plan for recruiting, training, assigning, supervising, and recognizing volunteers. A contracted apparel vendor will provide t-shirts for all volunteers and the meet host will provide a commemorative collared shirt for officials who work all sessions.

All Central Zone Directors. Meet Evaluation representatives and community dignitaries will be provided deck access and credentials and access to hospitality.

The Facility Lobby will be available for vendors to sell merchandise, or community groups wanting to share information. Any interested groups must apply with the Meet Directors. Media and photographers must also apply with the Meet Directors to receive a credential to take photos or conduct interviews during this event.



REVENUE GENERATION STRATEGIES

Sponsorships & Ticket sales will be a primary source of revenue for the Host Partner with this event. The Team Indiana Sports Corporation and the Center Grove Aquatic Center are dedicated to promoting the sport of swimming in our area. We are committed to generating excitement and exposure to the event via social media, email, and our local news outlets.

The Host will be applying for grants to support this event through local grant agencies and the Indiana Sports Corporation /Now Team Indiana. This is a private, not-for-profit organization comprised of allied sports and tourism representatives throughout the state of Indiana. Its mission is to promote sports tourism and positive economic development statewide through a variety of sports and sporting events.

ECONOMIC IMPACT

Provided by the Team Indiana Sport Corporation.



Team Indiana Sports Corporation

The Team Indiana Sports Corporation is a 501(c)3 not-for-profit organization. More than 20 destinations are represented on Team Indiana. Because of this network, they can offer something for everyone. From the Super Bowl to the annual city kickball tournament, we have professionals and volunteers that know how to deliver the best competition experience possible.

While the impact we have had is significant, it's the battle-tested infrastructure of volunteers, hotels, corporate partners, and community support that allow us to submit this bid with full confidence that Indiana Swimming will have a strong, experienced host partner in Center Grove if we are chosen to host the Central Zone Multicultural Swim Meet. Hosting an event like this takes dedicated focus on the details, a team of community support, and a collaborative mindset. The ESC and our community have risen to the occasion each and every time we have been called upon to do so.

One thing that can't be overlooked as we discuss our experience in hosting successful events is our unbelievable volunteer base. We have an extensive group of volunteers that have worked with us on a variety of sporting events over the years and their drive and dedication to provide a fantastic experience for everyone associated with an event make them one of the best volunteer groups in the country. Our successes would not be possible without our volunteers. When you add up our experience, our amazing volunteers, and our ability to galvanize local corporate and community leaders around the successful execution of an event, you get a host partner that will leave no stone unturned to ensure your event is an absolute success.

